

LISTING OF CLAIMS

1. (Currently amended) A method for ~~carrying out a sponsorship exchange~~ facilitating an exchange of a service or tangible, non-monetary asset for use in an event for a sponsorship opportunity, the method comprising:

~~using a computer to perform the steps of:~~

recording a request for at least one service or tangible, non-monetary asset ~~submitted by an event owner~~ for use in ~~putting on~~ an event, the request having a fulfillment cost related to the event, wherein the request is received using a computing device;

~~presenting to the event owner a sponsorship offer to be associated with the request, wherein~~ using the computing device to associate the request with a sponsorship offer ~~the sponsorship offer~~ comprising a sponsorship opportunity ~~for a provider of the service or tangible, non-monetary asset at the event, the sponsorship opportunity~~ to at least partially defray ~~[[a]]~~ the fulfillment cost of the request; and

making the request and the associated sponsorship offer available to one or more potential providers of the requested service or tangible, non-monetary asset using the computing device.

2. (Canceled).

3. (Previously presented) The method of claim 1, wherein the sponsorship offer presented to the event owner is a configurable sponsorship offer capable of being modified by the event owner.

4. (Currently amended) The method of claim 3, further comprising~~[[,]]~~ receiving a modification of the sponsorship offer from the event owner.

5. (Currently amended) The method of claim 4, wherein the modification of the sponsorship offer determines a portion of the fulfillment cost of the request defrayed by the sponsorship opportunity.

6. (Previously presented) The method of claim 4, wherein the modification of the sponsorship offer relates to a sponsorship exposure given to the provider at the event.

7. (Previously presented) The method of claim 1, further comprising identifying a provider capable of providing the requested service or tangible, non-monetary asset.

8. (Previously presented) The method of claim 7, further comprising transmitting the request and associated sponsorship offer to the identified provider.

9. (Previously presented) The method of claim 8, further comprising receiving an acceptance of the request and associated sponsorship offer from the identified provider.

10. (Previously presented) The method of claim 8, further comprising receiving a counteroffer to the request and associated sponsorship offer from the identified provider.

11. (Currently amended) The method of claim 10, wherein the counteroffer modifies a portion of the fulfillment cost of the request to be defrayed by the sponsorship opportunity.

12. (Previously presented) The method of claim 10, wherein the counteroffer modifies a sponsorship exposure given to the identified provider at the event.

13. (Previously presented) The method of claim 1, further comprising presenting a catalog of non-monetary assets and/or services to the event owner to assist the event owner in recording the request for the at least one service or tangible, non-monetary asset for use in putting on the event.

14-15. (Canceled).

16. (Currently amended) A system for ~~carrying out a sponsorship exchange~~ facilitating an exchange of a service or tangible, non-monetary asset for use in an event for a sponsorship opportunity, comprising:

an agent server communicatively coupled to a network; and

a request database communicatively coupled to the agent server and comprising a catalog of a plurality of services and/or tangible, non-monetary assets available ~~to an event owner for putting on use in an event~~, each of the plurality of services and/or tangible, non-monetary assets in the catalog having a respective fulfillment cost related to the event,

wherein the agent server is configured to present the catalog to ~~[[the]]~~ an event owner and configured to receive a request from the event owner for a service or tangible, non-monetary asset selected from the catalog over the network, wherein the agent server is configured to associate the request with a sponsorship offer comprising a sponsorship opportunity to be given to a provider of the requested service or tangible, non-monetary asset at the event and a portion of the fulfillment cost of the request to be defrayed by the sponsorship opportunity, and wherein the agent server is configured to make the request and the associated sponsorship offer available to one or more potential providers of the requested service or tangible, non-monetary asset over the network.

17. (Currently amended) The system of claim 16, wherein the agent server identifies a provider capable of providing the requested service or tangible, non-monetary asset.

18. (Previously presented) The system of claim 17, wherein the agent server transmits the request and associated sponsorship offer to the identified provider.

19. (Previously presented) The system of claim 18, wherein the agent server receives an acceptance of the request and associated sponsorship offer from the identified provider.

20. (Previously presented) The system of claim 18, wherein the agent server receives a counteroffer from the identified provider responsive to the request and associated sponsorship offer.

21. (Previously presented) The system of claim 20, wherein the agent server is to accept the counteroffer.

22. (Previously presented) The system of claim 20, wherein the agent server is to transmit the counteroffer to the event owner.

23. (Previously presented) The system of claim 20, wherein the counteroffer modifies the portion of the cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

24. (Previously presented) The system of claim 21, wherein the counteroffer modifies a sponsorship exposure given to the provider at the event.

25. (Previously presented) The system of claim 16, wherein the agent server is to receive one or more bids responsive to the request and associated sponsorship offer.

26. (Previously presented) The system of claim 25, wherein the agent server is to select one of the received bids according to a predetermined criteria associated with the request.

27. (Previously presented) The system of claim 26, wherein the predetermined criteria relates to the portion of the cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

28. (Previously presented) The system of claim 26, wherein the predetermined criteria relates to the nature of the sponsorship opportunity associated with the request.

29. (Currently amended) A computer-readable storage medium comprising instructions to cause a computing ~~system~~ device to perform a method for ~~carrying out a sponsorship facilitating an exchange to allow an event owner to receive of~~ a service or tangible, non-monetary asset ~~from a provider~~ for use in ~~presenting~~ an event in ~~exchange~~ for a sponsorship opportunity for ~~[[the]]~~ a provider of the requested service or tangible, non-monetary asset at the event, the method comprising:

presenting to the event owner a catalog of services and/or non-monetary, tangible assets available from one or more providers for use in ~~putting on~~ the event, each service and/or non-monetary tangible asset in the catalog having a respective fulfillment cost related to the event;

receiving a request for a service or non-monetary, tangible asset selected from the catalog;

associating a sponsorship opportunity related to the event with the request, the sponsorship opportunity to defray a portion of ~~[[a]]~~ the fulfillment cost of the request; and

transmitting the request and associated sponsorship opportunity to a provider capable of providing the requested service or non-monetary, tangible asset for the event.

30. (Currently amended) The computer-readable storage medium of claim 29, ~~wherein~~ the method further compris[[es]]ing:

receiving a plurality of bids from one or more providers capable of providing the requested service or non-monetary, tangible asset for the event in response to the transmitting; and

selecting one of the plurality of bids as a winning bid, wherein the selection is based on a predetermined criteria associated with the sponsorship request.